Application No.: 10/646,066   2   Docket No.: 578962000122

AMENDMENTS TO THE CLAIMS

1. (Currently amended) A method comprising:

receiving a bid amount ~~request for content~~;

associating the received bid amount with a time or a location factor;

determining content to be displayed based on ~~a set of factors including a~~ the time [[and a]] or the location factor;

ranking the content based on [[a]] the bid amount~~, the bid amount correlated to the time and the location~~ for subsequent display of the content in a rank pattern determined according to the rank of the content.~~; and~~

~~displaying the content in a rank pattern determined according to rank of the content.~~

2. (Original) The method of claim 1, wherein the content is a set of products.

3. (Original) The method of claim 1, wherein the content is a set of sellers.

4. (Original) The method of claim 1, wherein time is one of a date, hour of day, and day of week.

5. (Currently amended) The method of claim 1, further comprising:

determining an advertisement to be displayed based on [[the]] a set of factors; and

displaying the advertisement with the content.

6. (Original) The method of claim 1, further comprising:

obtaining a bid from a client through a web based interface.

7. (Original) The method of claim 1, further comprising:

displaying content that has a correlated location, the correlated location within a defined distance from a customer.

va-96970

Application No.: 10/646,066   3   Docket No.: 578962000122

8. (Original) The method of claim 1, further comprising:

displaying content that has a correlated location that is a geographic region which a customer is within.

9. (Original) The method of claim 1, wherein the displaying of the content is through one of an interactive television system, web appliance, computer system and wireless device.

10. (Original) The method of claim 9, wherein the interactive television system utilizes a simplified navigation system.

11. (Currently amended) A machine-readable medium that provides instructions, which when executed by a machine cause the machine to perform operations comprising:

receiving a <u>bid amount</u> ~~request for content~~;

<u>associating the received bid amount with a time or a location factor;</u>

determining content to be displayed based on ~~a set of factors including a~~ <u>the</u> time [[and a]] <u>or</u> <u>the</u> location <u>factor;</u>

ranking the content based on [[a]] <u>the</u> bid amount, ~~the bid amount correlated to the time and~~ ~~the location; and~~ <u>for subsequent display of the content in a rank pattern determined according to the</u> <u>rank of the content.</u>

~~displaying the content in a rank pattern determined according to rank of the content.~~

12. (Original) The machine-readable medium of claim 11, wherein the content is a set of products.

13. (Original) The machine-readable medium of claim 11, wherein the content is a set of sellers.

14. (Original) The machine-readable medium of claim 11, wherein time is one of a date,

va-96970

Application No.: 10/646,066   4   Docket No.: 578962000122

hour of day, and day of week.

15. (Original) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations further comprising:

determining an advertisement to be displayed based on the set of factors; and

displaying the advertisement with the content.

16. (Currently amended) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations ~~further comprising,~~ further comprising:

obtaining a bid from a client through a web based interface.

17. (Currently amended) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations ~~further comprising,~~ further comprising:

displaying content that has a correlated location, the correlated location within a defined distance from a customer.

18. (Currently amended) The machine-readable medium of claim 11, which provides further instructions which when executed cause the machine to perform operations ~~further comprising,~~ further comprising:

displaying content that has a correlated location that is a geographic region which a customer is within.

19. (Currently amended) The machine-readable medium of claim 11, <u>which provides further instructions which when executed cause the machine to perform operations further comprising</u> ~~wherein the~~ displaying of the content [[is]] through one of a web appliance, computer system, wireless vice and interactive television system.

va-96970

Application No.: 10/646,066   5   .   Docket No.: 578962000122

20. (Original) The machine-readable medium of claim 19, wherein the interactive television system utilizes a simplified navigation system.

21. (Previously presented) A method comprising:
displaying a set of navigation options through an interactive television channel;
ranking navigation options based on a one of merchant feedback and user feedback; and
arranging navigation options based on ranking.

22. (Previously presented) The method of claim 21, further comprising:
determining a placement of a matrix layer of a navigation interface based on ranking.

23. (Previously presented) The method of claim 1, further comprising:
tracking user navigation for a pay by performance system.

24. (Previously presented) The method of claim 1, wherein ranking the content is part of a bid for placement system.

25. (Currently amended) [[t]]The method of claim 1, wherein the request for content is a key word search.

26. (Previously presented) The machine readable medium of claim 11, providing further instructions, which when executed by a machine cause the machine to perform operations comprising:
tracking user navigation for a pay for performance system.

27. (Previously presented) The machine readable medium of claim 11, wherein ranking the content is part of a hide for placement system.

28. (Previously presented) The machine readable medium of claim 11, wherein the request

va-96970

Application No.: 10/646,066   6   Docket No.: 578962000122

for content is a key word search.

29. (New) A method for automated content placement in a navigational hierarchy comprising:

receiving a bid for association of content with a keyword or category;

ranking the bid based on a comparison of the amount of the bid to a previously received bid associated with the keyword or category; and

determining a position for display of the content in the navigational hierarchy based on the ranking.

va-96970